

## Message Text

UNCLASSIFIED

PAGE 01 BERN 03550 050808Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----104130 060714Z /13

R 050728Z AUG 77  
FM AMEMBASSY BERN  
TO AMCONSUL STUTTGART  
INFO SECSTATE WASHDC 4731  
USDOC WASHDC  
AMEMBASSY BONN  
AMEMBASSY VIENNA  
AMCONSUL HAMBURG  
USMISSION USBERLIN  
AMCONSUL BREMEN  
AMCONSUL DISSELDORF  
AMCONSUL FRANKFURT  
AMCONSUL MUNICH

UNCLAS BERN 3550

USDOC

EO 11652: NA  
TAGS: BEXP GW AU SZ  
SUBJ: FOREIGN BUYER PROGRAM - INTELCOM 77, ATLANTA

REF: STUTTGART 1282

1. WE AGREE WITH STUTTGART'S ASSESSMENT OF PROBLEMS  
ASSOCIATED WITH HAPAG-LLOYD ORGANIZED TRIP TO INTELCOM.  
HOWEVER, FOR PRECISELY REASONS OUTLINED IN REF  
TEL WE DO NOT SHARE OPTIMISM OF STUTTGART AND TOUR  
OPERATOR THAT THIRTY BOOKINGS CAN BE OBTAINED WITHIN  
THE NEXT TWO MONTHS, PARTICULARLY IN VIEW OF FACT THAT  
EXTENSIVE PROMOTION IN THREE COUNTRIES HAS PRODUCED  
NO CONFIRMED RESERVATION TO DATE.

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PAGE 02 BERN 03550 050808Z

2. THE RIVAL AMERICAN EXPRESS PACKAGE APPEARS TO BE A  
MORE ATTRACTIVE ONE, NOT ONLY IN PRICE, BUT BECAUSE IT  
OFFERS OPTIONAL TOURISTIC AND BUSINESS EXCURSIONS  
ARRANGED IN COOPERATION WITH HORIZON HOUSE. LONDON  
DEPARTURE IS ALSO GENERALLY MORE ATTRACTIVE TO TRAVELLERS  
FROM SWITZERLAND THAN DEPARTURE FROM FRANKFURT.  
AMERICAN EXPRESS TOUR HAS ALREADY RECEIVED EXTENSIVE

COVERAGE IN HORIZON HOUSE PUBLICATIONS IN SWITZERLAND,  
AND AMERICAN EXPRESS HERE HAS STARTED AN ACTIVE PROMOTION.

3. WE THINK HAPAG-LLOYD SHOULD BE ENCOURAGED TO WORK OUT  
AN ARRANGEMENT WITH AMERICAN EXPRESS, BY WHICH ON A  
COMMISSION BASIS THEY ARRANGE FOR CLIENTS TO JOIN  
AMERICAN EXPRESS TOUR DEPARTING FROM LONDON. THE TRAVEL  
AGENT KUONI IN BERN WORKED OUT A SIMILAR ARRANGEMENT WITH  
HAPAG-LLOYD FRANKFURT IN JUL FOR BERN'S FB TRIP TO  
NATIONAL HARDWARE SHOW IN CHICAGO, AUG 22-30,  
1977. FOR HARDWARE SHOW HAPAG-LLOYD HAD FAILED TO OBTAIN  
MINIMUM NUMBER FOR GROUP TRIP AND WAS PLEASED TO REFER  
THEM TO THE KUONI FLIGHT ORGANIZED HERE. IF HAPAG-LLOYD IS  
INFLEXIBLE ON THIS POINT, WE THINK GERMAN POSTS  
AND USTS SHOULD REASSESS DESIRABILITY OF  
CONTINUING TO ORGANIZE FB TRIPS WITH THEM AND CONSIDER  
ASSISTING AMERICAN EXPRESS TO ENSURE SUCCESS OF THEIR  
EFFORT IN MAXIMIZING INTELCOM ATTENDANCE.ODELL

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Reference:** 77 STUTTGART 1282  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
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**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1703381  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FOREIGN BUYER PROGRAM - INTELCOM 77, ATLANTA  
**TAGS:** BEXP, GE, AU, SZ  
**To:** STUTTGART  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009